# Penney to open in Carson

**Gazette Carson City Bureau**

J. C. Penney Co. Wednesday announced it will open a store at the Carson Mall. Oakland, Calif.-based Penney district manager Paul Simons said the lease had been signed and it was anticipated that the store — Nevada's eighth Penney outlet — would open in the early part of November.

Simons said he didn't know why Gray Reid's and, after that, Disco could not survive at the 60,000 square-foot site, but felt that it would "definitely not" happen to Penney's.

He said also he didn't envision a battle to the death of merchandising titans between Penney's and a K-Mart store that is expected to be built about a third of a mile down the road at the planned Silver City Mall.

"I feel," he said, "there is plenty of room for competition."

Notwithstanding the current moratorium on growth brought about by local water scarcity, Simons said he felt "Carson City will continue to grow in the years ahead."

He said his anticipated customer area includes Minden-Gardnerville and perhaps South Lake Tahoe.

"It's a great little town, the people are so darned friendly, and I'm sure they'll all be our customers," he added.